



## SGIP CMEWG MEETING MINUTES

<b>Meeting/Project Name:</b>	Communications, Marketing, and Education Working Group		
<b>Date of Meetings:</b>	10/3/2011	<b>Time:</b>	4pm Eastern
<b>Meeting Facilitator:</b>	Mladen Kezunović, WG Chair	<b>Location:</b>	Virtual

### 1. Meeting Attendance

**Roll call:** Mladen Kezunovic, Amanda Stallings, Randy Wedin, Tanya Brewer, David Elve, Mike Coop, Paul Boynton, Debbie Wadsworth, Jeny Dowlin, Patti Webster, Janet Roark

**Absent:** Paul Centolella, Brent Hodges, Perry Pederson, Rich Scholer, Tariq Samad, Matthew Theall, Scott Ungerer, Steve Widergren, Paul Molitor, George Arnold, Chad Boutin, Magdalena C. Benitez, Alpesh Shah, Anto Budiardjo, Benjamin Dunton, Brent Struthers, Clifford Bryan, Dan Lubar, David Kaufman, David Mollerstuen, Derek Flickinger, Ed Eckert, James Mater, Jaswinder Singh, Joan Ward, Jon Hawkins, Katherine Voss, Ken Holbrook, Kenneth Jones, Kenneth Wacks, Lisa Romani, Lori Towers-Hoover, Mark Enstrom, Neal Mellen, Neil Greenfield, Philip DiPastena, Randy Lowe, Shailendra Agrawal, Tim Jeffries, Vicki Trees, Erich Gunther, Stuart McCafferty, Cuong Nguyen, Alan Greenberg, David Milenthan, Linda Evers

### 2. Meeting Agenda: Status & Action Items

The primary focus of the meeting was to discuss the news from NIST regarding the increased support for the CME, review the proposed plan and determine the next steps.

- The new contract provides increased marketing and communications support for the CME via the Administrator
- This will supply the resources that will help execute some of the Key Initiatives of the NTO

The Administrator presented the current challenges:

- The SGIP is behind on some of its initiatives
- There is low participation in some stakeholder categories
- There is a desire for global recognition of our efforts

And the proposed plan:

- Utilize an email marketing service (Emma) that can provide metrics as well as press and event marketing
- Survey the membership regarding social media to determine the most effective means of communication
- Reach out to the low participating stakeholder categories and develop a contact list (subgroup task?)
- Task the subgroups with specific efforts and have them meet regularly outside of the large group (3 groups, 12 ea)
  - ACTION: Mladen to email subgroup leaders (Tariq, Brent, Paul, Perry and Scott) to request their feedback on this new direction and to possibly have a management meeting
  - ACTION: Initiate activities from the NTO plan in three subgroups: Communication (Website), Marketing (Survey), and Education (Further work on SGIP 101 updates and upgrades)
  - ACTION: Survey the WG on how they feel about the next steps, which subgroup they will join
  - ACTION: Mladen and Jeny meet to discuss the plan details
  - ACTION: Discuss subgroup assignments with subgroup leaders and report back at the next meeting
  - ACTION: Report back to the Governing Board with the plan and timeline

The status of current Action Items was also discussed.

- Flier #1 "What is Interoperability" has been completed and posted to the TWiki
  - ACTION: Vickie and/or Benjamin to report on the status of flier #2
  - ACTION: Update the slide on the distribution of the fliers (administrator)
- Upgraded SGIP 101 presentation material has been posted to the Twiki
- TCC and CSWG fliers were approved

### 3. Next Meeting

<b>Date:</b>	Nov. 7	<b>Time:</b>	4:00pm EDT	<b>Location:</b>	Virtual	<b>Objective:</b>	Review and update of action items
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